



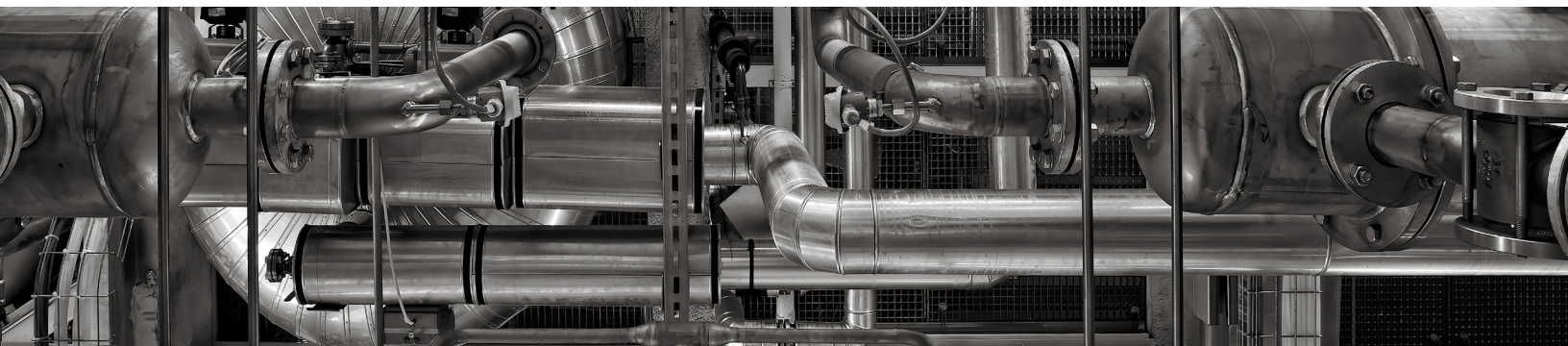
Building a Smart Energy Strategy for Greater Productivity and Savings

Organizations of any size can fall into short-term thinking around their building systems. This type of thinking can cost more in the long run.

Replacing equipment or making repairs at the last minute or at failure can cause unplanned loss of productivity and revenue. **PECO Ways to Save** can help you develop a strategic and proactive plan to support your business's energy efficiency goals and endeavors. In this article, you'll learn how to develop and implement an energy management strategy, thanks to ENERGY STAR®, a joint program of the U.S. Environmental Protection Agency and the U.S. Dept. of Energy.

6 Steps to Developing an Energy Management Strategy:

- 1. Commit company-wide** to an effective energy management strategy. First, appoint an Energy Director responsible for the energy strategy, goal setting, progress tracking and maintaining of momentum. Then, establish a cross-functional team to support the Energy Director in gathering data, planning and implementing energy management activities and improvements.
- 2. Assess Performance** and understand your current energy use to identify opportunities to save energy. Gather and track energy consumption data by logging utility bill data or collecting submeter data for individual processes. Then, establish a baseline, benchmark and starting point to set goals and evaluate future progress. Compare your organization's energy performance to industry averages or best-in-class organizations with similar facilities. ENERGY STAR® Portfolio Manager® is a leading tool for benchmarking.
- 3. Set S.M.A.R.T. Goals** after analyzing your data and comparing it against benchmarks. Set measurable, achievable, relevant, time-bound goals and track your progress toward your energy savings goals.
- 4. Create and Implement an Action Plan** to meet your energy savings goals. Do this by training your employees in energy conservation best practices. Develop a schedule for proactive equipment maintenance or replacement. Fully integrate control systems or energy management systems to optimize energy usage. PECO offers complimentary **energy assessments** to help organizations identify energy-saving opportunities and **financial incentives** that reduce installation costs of energy efficient equipment. Additionally, consider **financial resources** like available grants, loans and tax credits. Update your action plan regularly to reflect progress, changes in operations or shifting priorities.
- 5. Evaluate Progress** and measure results of implementing energy strategies and energy-saving measures. Review your action plan for lessons learned and evaluate what adjustments are necessary to achieve your goals.



6. Recognize Achievements for making progress and achieving goals that help build momentum for future success.

Acknowledge individuals and teams who contribute to the success of the energy management plan and publicize successes through PR and communications. Consider applying for awards or certifications through professional associations or government agencies.

Finally, after implementing an action plan and measuring progress, reassess energy management performance, set new goals and develop a new strategy. Continuous improvement is a cyclical process!

▶ Visit peco.com/business to learn about PECO Ways to Save incentives and other resources to help your organization implement the strategies in an energy management plan.

AI boosts important building systems like HVAC, lighting, VFDs and more.

AI-driven controls are adding a massive boost to building systems like lighting, HVAC, refrigeration, VFDs and more. Sensors send a complex series of inputs with real-time data, like indoor and outdoor temperature, weather forecasting, building occupancy, energy usage, humidity levels and even sunlight. Layered data and machine algorithms process that data to instantly detect patterns, preferences and usage habits — and to react.²

All of this makes a big difference. AI controls adjust systems to create ideal comfort — and peak operational efficiency in automated equipment. Studies show comfortable employees are more focused and productive — a major boon for facilities with advanced HVAC and lighting controls, which operate with precision not seen in past generations of controls.

When it comes to automated equipment, predictive maintenance is the new standard. When paired with AI controls, variable frequency drives (VFDs) are smarter and more connected than ever before. Performance data that's collected in real time provides instant feedback on motors, pumps, conveyors and the VFDs themselves.³ Temperature readouts and vibration measurements are digested by AI controls for real-time analysis that can predict maintenance needs and opportunities. Predictive maintenance isn't just about preparing you for repair costs more accurately (though that is a benefit); it also yields productivity benefits. Deloitte estimates businesses using predictive maintenance practices experience 19% less downtime and 87% fewer defects than those using preventive maintenance.⁴ That's a massive advantage — and one you'd be wise to press.



¹ "ENERGY STAR Guidelines for Energy Management | ENERGY STAR." Energy Star, 7 November 2024, <https://www.energystar.gov/buildings/tools-and-resources/energy-star-guidelines-energy-management>. Accessed 29 January 2025.

² Thailand LED Expo 2025. "The Future of Lighting: AI-Integrated and Sustainable." [ledexpothailand.com](https://www.ledexpothailand.com/the-future-of-lighting-ai-integrated-and-sustainable/), 2024, <https://www.ledexpothailand.com/the-future-of-lighting-ai-integrated-and-sustainable/>. Accessed 7 December 2024.

³ Townshend, Anna. "5 Ways the Industrial Internet of Things Is Changing VFD Design." [controldesign.com](https://www.controldesign.com/motion/drives/article/11291957/5-ways-iiot-industry-40-is-changing-vfd-design), Control Design, 2021, <https://www.controldesign.com/motion/drives/article/11291957/5-ways-iiot-industry-40-is-changing-vfd-design>. Accessed 7 December 2024.

⁴ Deloitte. Predictive Maintenance. 2023, <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/process-and-operations/us-smart-manufacturing-predictive-maintenance-infographic.pdf>.